



FOR IMMEDIATE RELEASE

March 30, 2010 — Launching Image International 2010: Canada's Annual Photography Contest

Leading Canadian photography magazines, *Photo Life* and *Photo Solution*, proudly present the 13th edition of the annual Image International photo contest. Launched every year in April, Canada's largest photography contest invites all levels of photographers from amateur to professional, worldwide, to participate.

Image international 2010 contestants will have the chance to see their image(s) published in Canada's leading photography magazine, and to win more than \$40,000 in prizes including some of today's hottest photo equipment and a Grand Prize 9-day cruise expedition for two to the Arctic (estimated at \$10,500) sponsored by Cruise North Expeditions Inc. **The Deadline for all submissions is September 30, 2010.**

Participants are invited to submit their most original images in any of the following three categories:

People: Friends, Family, Strangers

Nature: Scenery, Animals, Environment

Varia: Choose your subject; your creativity is the limit! **NEW THIS YEAR!**

The jury will be composed of photographic industry professionals including the magazine editorial staff as well as select guest professional photographers. 31 images will be selected: 10 in each category, plus one Grand Prize winner.

Winning images will be chosen for their originality, relevance to theme, composition, lighting and technical quality including print quality if submitted by mail. Judging will take place in November 2010 and the most exceptional images will be revealed in the February/March 2011 issues of *Photo Life* and *Photo Solution* magazines.

"In 2009, Image International received thousands of images submitted from over 40 countries worldwide. The amount of creativity, attention to detail and skill shown in the 2009 contest was incredible and truly a testament to today's emerging and professional photographic talents." — Valérie Racine, Editorial Director

Participants can enter the contest either on-line or by regular post. Official rules and regulations can be found in the May, July, and September issues of the magazines or at www.photolife.com and www.photosolution.ca.

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For more information, please contact Valérie Racine at 418-692-2110 or 1-800-905-7468 ext. 102 or write@photolife.com

Photolife **PHOTOSOLUTION**
MAGAZINE

Photo Life and Photo Solution Magazines

Established in 1976, *Photo Life* magazine (primary English-language edition) and *Photo Solution* magazine (dedicated French-language edition) are Canada's leading source for photography including technical knowledge and tips, industry news and events, international travel photography editorials, as well as interviews and profiles of major Canadian and international photographers. *Photo Life* and *Photo Solution* are published six times per annum and are distributed to subscribers, newsstands, and participating photo retailers.

Les Éditions
APEX
Publications

Apex Publications Inc.

Our primary objective at Apex Publications Inc. is to deliver the art, culture and science of photography to photographers of all levels. Along with *Photo Life* and *Photo Solution*, two annual publications are also published: *Buyers' Guide*, an invaluable year-round shopping reference for photographers, amateur and professional alike and *Master Guide*, an essential working tool for all Canadian photo, video and digital dealers.